

## CUMBERLAND COUNCIL DELEGATED PLANNING DECISION

1.	<b>Reference No:</b>	4/25/2422/0A1
2.	<b>Proposed Development:</b>	APPLICATION FOR CONSENT TO SUPPLY AND INSTALL 2 NO. SETS OF ILLUMINATED BUILT UP LETTERS
3.	<b>Location:</b>	6 DUKE STREET, WHITEHAVEN
4.	<b>Parish:</b>	Whitehaven
5.	<b>Constraints:</b>	ASC Adverts - ASC;Adverts, Conservation Area - Conservation Area, Flood Area - Flood Zone 3, Listed Building - Listed Building, Coal - Standing Advice - Data Subject To Change, Main River Consultation Area - Main River Consultation Area
6.	<b>Publicity Representations &amp; Policy</b>	See report.
7.	<b>Report:</b>	<p><b>Site and Location:</b></p> <p>The application site comprises the property known as 6-8 Duke Street, Whitehaven.</p> <p>The property comprises a four-storey building within the town centre of Whitehaven.</p> <p>The building lies within a prominent location at the junction between Duke Street and Tangier Street and is visible from King Street, the main pedestrianised thoroughfare within the town centre.</p> <p>The building comprises a Grade II Listed Building. The listing entry for the building states the following:</p> <p><i>"II Dated 1889. Stuccoed, 3 storeys. Paired pilasters at ends, set in 3 tiers - Tuscan,</i></p>

*Corinthian, and Tuscan. Ground floor has shop fronts. 1st floor has 5 windows (some 6-light cross type, others 2-light sashes, 3 with broken pediments). Top floor has 5 sashes with plain pediments. The 2nd bay is emphasised by a top dormer with scrolled pediment, pilasters and wings, and 1st floor by a swag on the pediment.*

*Nos 4, 5, the Co-operative Store, Whittle's Furniture Store, The Globe Hotel Nos 105 and 105A form a group."*

The building is also situated within the Whitehaven Conservation Area.

The change of use of the building to form a community digital hub and café with roof terrace was approved under Full Planning Application ref. 4/21/2365/0F1 and the associated alterations to the interior and exterior of the building were approved under Listed Building Consent ref. 4/21/2364/0L1. A number of subsequent amendment have been approved. The development is now substantially complete and the use commencing.

**Proposal:**

This application seeks advertisement consent for the installation of two sets of internally illuminated built up letter advertisements stating: 'LEVELS'.

The letters are aluminium printed green with orange and red gradient.

One – Principal Elevation – 2.35m wide, 0.52m high and 0.07 deep. 400cd/m2.

Two – Side Elevation – 1.85m wide, 0.403m high and 0.07 deep. 400cd/m2.

Advertisement Consent is sought for the period to 01/01/2032.

An application for Listed Building Consent has not been submitted.

The application is retrospective as the advertisements have been installed.

<b>Consultee:</b>	<b>Nature of Response:</b>
Town Council	No objections/comments.
Cumberland Council - Highways and LLFA	The Local Highway Authority (LHA) and Lead Local Flood Authority (LLFA) can confirm that we have no objection to the proposed development as it is considered that it will not have a material effect on existing highway conditions nor will it increase the flood risk on the site or elsewhere.



## Cumberland Council

Cumberland Council  
Conservation Officer

Conclusion: No objection

Assessment:

- The signage does not strictly conform with the guidance set out in the Conservation Area Design Guide, consisting of internally illuminated lettering. However, I suggest weight should be given to the following points:
  - o The signage appears to be of good quality, and is attractive;
  - o This is one of Whitehaven's flagship regeneration projects, and is therefore a landmark in townscape terms, distinct from its surroundings;
  - o The function of Levels is a VR and eSports hub. This more modern design of lettering helps subtly convey the modernness of the use.
  - o The building as a whole is a dramatically successful piece of heritage-led regeneration, and the lettering is a small part of an overall project that deftly weaves together the historic and the modern.
- I therefore view the slight departure from the guidance of the Conservation Area Design Guide as being justified.

Note:

- Although perhaps not controllable through the planning process, I would say that the colour and brightness of the lighting deserve mention. A slightly dimmer, warmer light is likely to look much more pleasing than a bright, white light.

### Neighbour Responses:

The Government's PPG, under the advertisement heading, advises that there is no statutory requirement for a local planning authority to publicise applications for advertisement consent, it should consider whether any application would affect the amenity of neighbours. Where it would affect them, it is good practice for the views of neighbours to be sought before determining an application.

No publicity has been completed and no representations have been received.

### Development Plan:

On 1st April 2023, Copeland Borough Council ceased to exist and was replaced by Cumberland Council as part of the Local Government Reorganisation of Cumbria.

Cumberland Council inherited the local development plan documents of each of the sovereign Councils including Copeland Borough Council, which combine to form a Consolidated Planning Policy Framework for Cumberland.

The inherited local development plan documents continue to apply to the geographic area of their sovereign Councils only.

The Consolidated Planning Policy Framework for Cumberland comprises the Development Plan for Cumberland Council until replaced by a new Cumberland Local Plan.

Copeland Local Plan 2021 - 2039 (LP):

Cumberland Council continued the preparation of the LP as commenced by Copeland Borough Council.

The LP was adopted by Cumberland Council on the 5<sup>th</sup> of November 2024 replacing the Copeland Local Plan 2013-2028 and the saved policies of the Copeland Local Plan 2001-2016.

Policy DS4: Design and Development Standards  
Strategic Policy BE1: Heritage Assets  
Policy BE2: Designated Heritage Assets  
Policy BE6: Advertisements

**Other Material Planning Considerations**

The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (The Advertisement Regulations).  
National Planning Policy Framework (NPPF).  
Conservation Area Design Guide SPD 2017

**Assessment:**

The proposals raise the following planning issues:

*Amenity;*

The proposed signage will be visible from the surrounding properties, public spaces and highways.

The proposed signage to the principal elevation is located horizontally on the fascia of the existing shopfront and the signage located to the side elevation is located vertically on the wall adjacent to the secondary access to the property.

The proposed signage is not excessive or dominant and will not result in visual clutter.

The proposed works retain original fabric and features.

The proposed signage does not strictly conform with the guidance set out in the Conservation Area Design Guide, consisting of internally illuminated lettering.



## Cumberland Council

The property is one of Whitehaven's flagship regeneration projects and is a landmark in townscape terms, distinct from its surroundings.

The signage follows the branding of the occupant and appears to be of good quality. The function of Levels is a VR and eSports hub. The modern design of lettering and illumination helps subtly convey the nature of the use.

The building as a whole is a dramatically successful piece of heritage-led regeneration, and the lettering is a small part of an overall project that deftly weaves together the historic and the modern.

The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the Whitehaven Town Centre Conservation Area, the listed building itself and the setting of the adjacent listed buildings.

Planning conditions are proposed to limit hours of illumination.

### *Public Safety;*

Given its location, the proposed signage would not impair or impede the adjacent highways including forward visibility.

The signage will not distract users of the highway.

### **Time Limit**

Advertisement Consent is sought for the period to 01/01/2032.

### **Conclusion:**

The Application Site is a commercial premises located within Whitehaven Town Centre.

The signage by virtue of its character and inclusion of illumination will have a slight negative impact upon significance of the Whitehaven Town Centre Conservation Area, the listed building itself and the setting of the adjacent listed buildings.

The development as a whole will assist in delivering a long-term sustainable and optimum viable use for a property which has been vacant for a considerable period of time and has consequently suffered from water ingress and general degradation. The proposed advertisements will play a small role in this.

On balance, it is considered that the benefits of the development outweigh the harm which in overall terms is considered to fall at the lower end of less than substantial.

No issues are arising in relation to highway safety.

	<p>Approve advertisement consent subject to standard planning conditions for advertisements, a planning condition limiting the period of content and a planning condition controlling the hours of illumination.</p>
8.	<p><b>Recommendation:</b> Approve Advertisement Consent</p>
9.	<p><b>Conditions:</b></p> <p>1. This consent is granted for a fixed period expiring on the 1<sup>st</sup> January 2032.</p> <p>Reason</p> <p>In the interests of the character and amenity of the area in accordance with the provisions of Policy BE6 of the Copeland Local Plan 2021 – 2039.</p> <p>2. The development hereby permitted shall be carried out in accordance with the following approved plans and documents:</p> <p>Application Form Location Plan Ref. PP-14570708v1</p> <p>LEVELS - Exterior Light Box Signage - Item A – Job No. 206634 Rev. 3 – Four Sheets</p> <p>Reason</p> <p>For the avoidance of doubt and in the interests of proper planning.</p> <p>3. The intensity of the illumination of the signage permitted by this consent shall be no greater than 400 cd/m<sup>2</sup>.</p> <p>Reason</p> <p>In the interests of the character and amenity of the area in accordance with the provisions of Policy BE6 and Policy BE2 of the Copeland Local Plan 2021 – 2039.</p> <p>4. The signage permitted by this consent shall only be illuminated during the opening hours of the premises to which it relates.</p>



**Cumberland  
Council**

Reason

In the interests of the character and amenity of the area in accordance with the provisions of Policy BE6 and Policy BE2 of the Copeland Local Plan 2021 – 2039.

*The Standard Conditions For Advertisements*

5. No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

6. No advertisement shall be sited or displayed so as to:

- a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
- b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
- c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

7. Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

8. Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

9. Where an advertisement is required to be removed under the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (as amended), the site shall be left in a condition that does not endanger the public or impair visual amenity.

Reason

Required to be imposed by Regulation 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

**Informatives**

Continuance

The advertisements can continue to be displayed beyond the 5 year period under Class 14 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007 unless a discontinuance notice is served by the local planning authority under Regulation 8 of The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Listed Building Consent

Listed Building Consent is required for the advertisements consented.

**Case Officer:** C. Harrison

**Date :** 19.02.2026

**Authorising Officer:** N.J. Hayhurst

**Date :** 20/02/2026

**Dedicated responses to:-** N/A